

Fake news in modern information flows

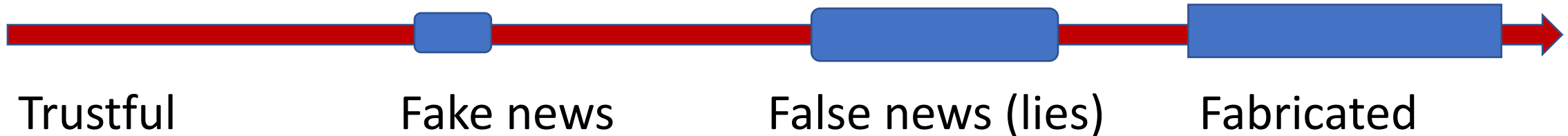
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Introduction

- The meaning of “fake news”
 - Fake news NOT Lies/lieful/false or fabricated news
 - A certain level of falsification

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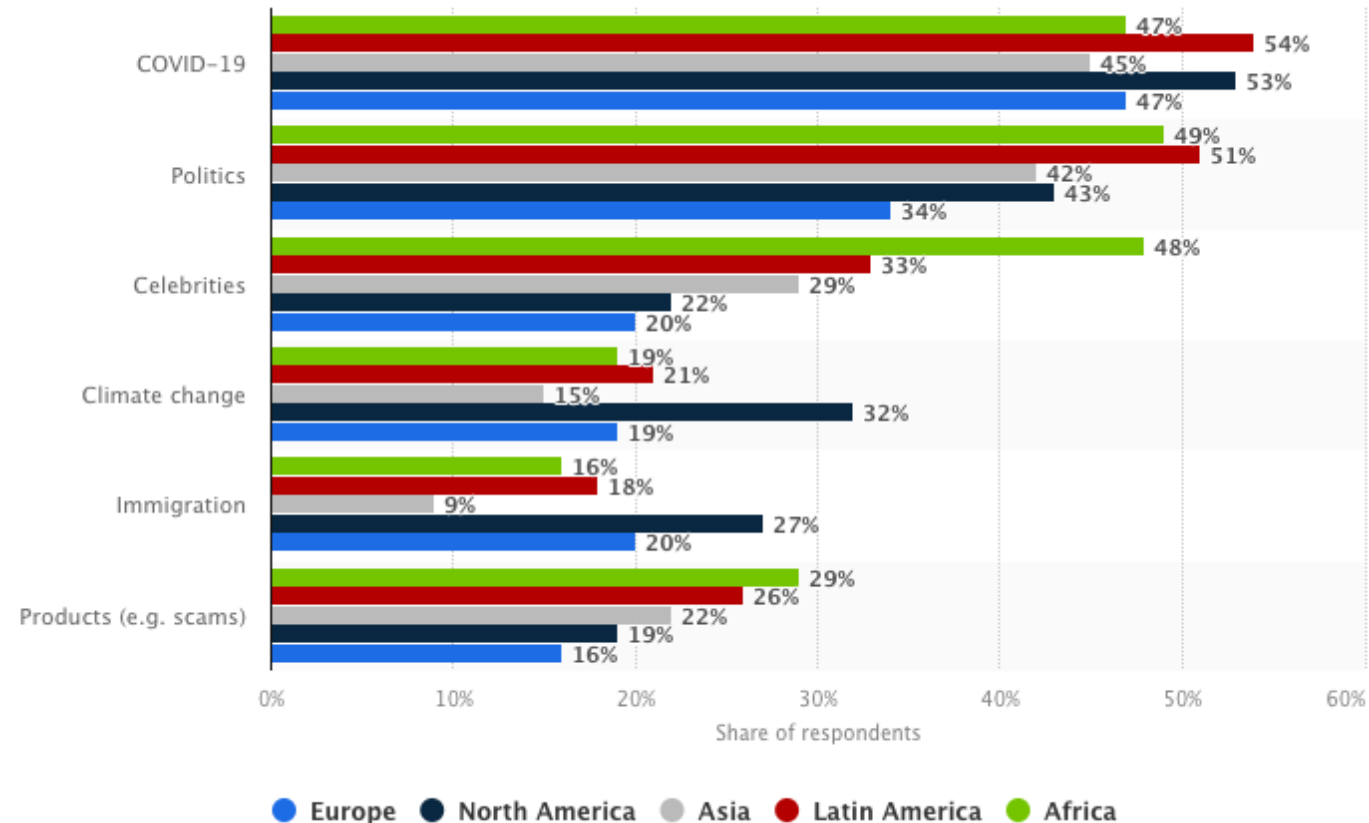
- False news (lies) is..... - Fabricated news is
- Fake news is = distorted news (partially trustful -partially not trustful)
- Other terms: disinformation, malformation, misinformation
 - These are processes
 - Consisted not only of news (fake or trustful)

History, magnitude

- History of the phenomenon
 - Themistocles 480 BC
 - Procopius of Caesarea, Byzantine historian, used fake news to smear the Emperor Justinian, 6th century
 - “The Sun”, 1835
 - In war times
- History of the term: 1890 *Cincinnati Commercial Tribune*, *The Kearney Daily Hub*, *The Buffalo Commercial*
- How big is the problem today ?

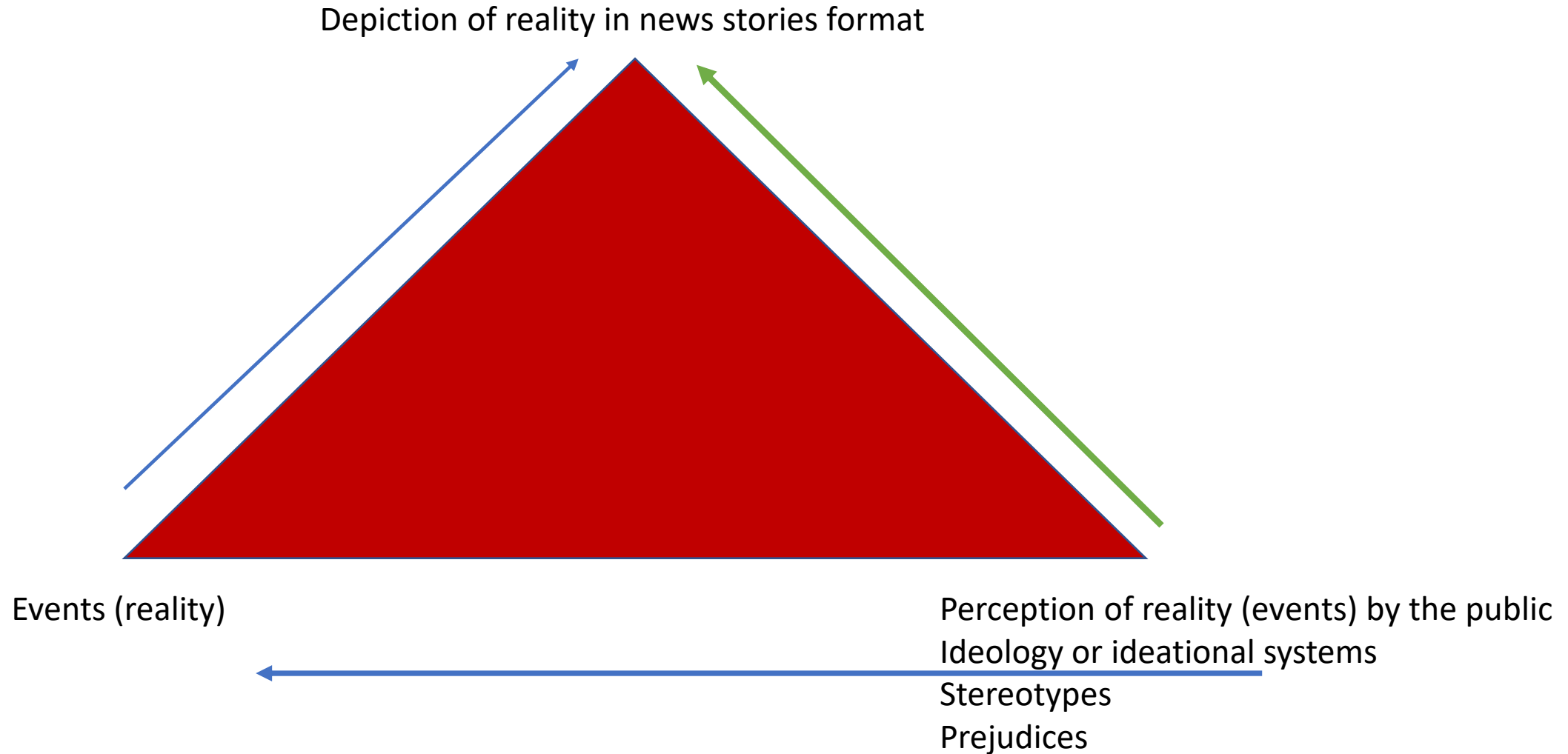
Dimension of the problem (I)

News consumers who saw false or misleading information about selected topics in the last week worldwide as of February 2022, by region



Source: Statista 2022 (<https://www.statista.com/statistics/1317019/false-information-topics-worldwide/>)

Why fake news is so powerful?



Preferable topics of fake news?

- **MIP (The most important problem) in each country**

- During COVID – 19: COVID-19

- Greece (recently but before the pandemic): Migration

Juhász & Szicherle 2017; Agus et.al. 2018

- Bulgaria (recently but before the pandemic): Migration

- Romania (recently but before the pandemic): Migration

Siapera & Sighele 2017

- Spain (recently but before the pandemic): Migration

Carr et. al. 2018

Polarization

(financial, political, war crises, social unrest etc.)

- Trumb 2016: “You are a fake news media”
- Bild: “Lazy Greeks”
- Mirror: “They milk the state”
- War on Ukraine (Ludmila Denisova) – Nazi symbols

The ideational syncretism (Crisis of ideologies)

- Homophily
 - Echo chambers
 - Bubble filters
- The more ideology the less other ideational systems or prejudices

The media logic - Internet

Share of adults who use social media as a source of news in selected countries worldwide as of February 2022



Source: Statista 2022 (<https://www.statista.com/statistics/718019/social-media-news-source/>)

Commercialization (profit)

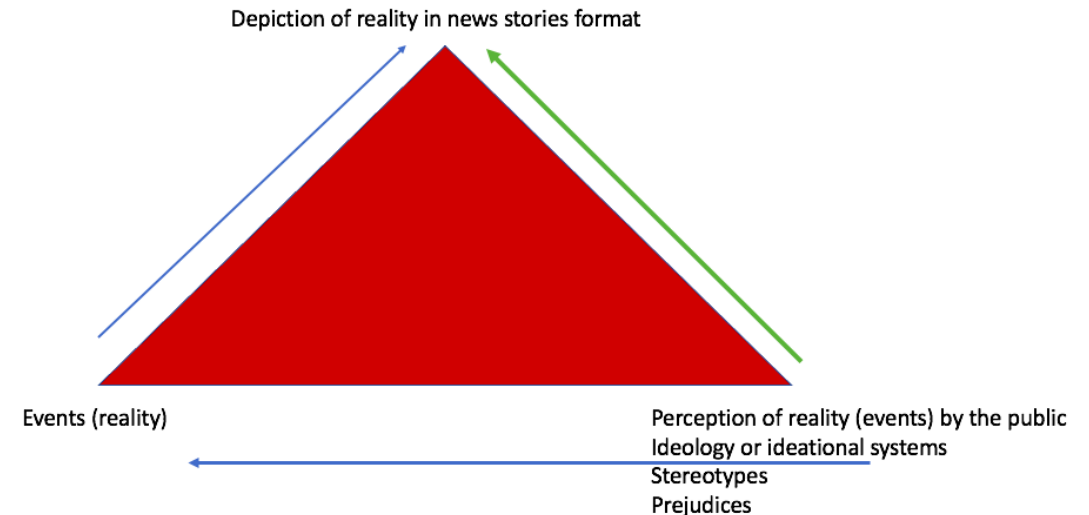
- The clickbait dictatorship
- Commercial antagonism of enterprises

Change of news narrative patterns

- The return of mixing news and views
- The social media information logic (e.g. Twitter)
 - Satire
 - Scathing style
 - Trolling
- The heterogenous “sea” of information units on the internet

Can we fight the phenomenon?

- Not much so far
- At the top of the triangle
 - Penalties: Yes, but marginal outcomes
 - Controlling the internet: Romantic but unrealistic in terms of effectiveness
 - Factchecking: More than 400 organizations globally but nothing so far
- Cultivation of the perception
 - Media literacy? Yes but it's not enough
 - Enhancing participation. It helps even more
 - Social changes that fight prejudices:
This is much much better



Thanks for your time and attention!